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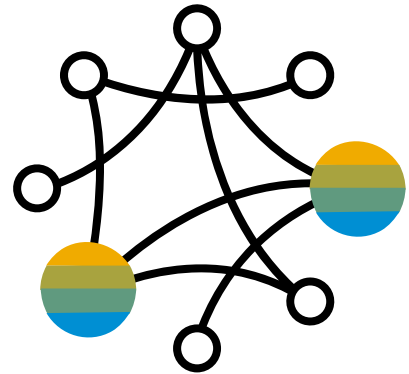
Conquering complexity in the customer experience

Insights to help you get the most from SAP C/4HANA and the SAP Intelligent Suite

As today's digital business environment continues to grow more complex, organizations continue to look for ways to simplify their IT landscapes and their business processes. Taming complexity has become a priority, especially when it comes to the customer experience.

SAP has recognized the need, transforming its SAP® Hybris® portfolio of offerings into the SAP C/4HANA suite, with the "C" putting the focus squarely on the customer. With SAP C/4HANA, SAP is moving forward boldly with an integrated, cloud-enabled vision of the customer experience. SAP C/4HANA, like the broader SAP Intelligent Suite of cloud offerings to which it belongs, can help tame complexity by offering centralized availability of mature services for data, analytics, machine learning, and other capabilities.

The power of a platform

When it comes to IT strategy and deployment, the best-of-breed or piecemeal approach is fading as out-of-the-box SAP integration becomes even more of a reality—helping to provide a platform whose whole is greater than the sum of its parts. SAP C/4HANA and the rest of the SAP Intelligent Suite (including SAP S/4HANA® Cloud, SAP® SuccessFactors®, SAP® Ariba®, and other cloud solutions) still represent unknown territory for some enterprise leaders.

What will the customer journey look like with SAP C/4HANA? How will business processes have to change? What integration considerations come into play? How can the enterprise use SAP C/4HANA and the rest of the SAP Intelligent Suite to accelerate innovation and grow?

From SAP C/4HANA to SAP Cloud Platform to the rest of the SAP Intelligent Suite

"SAP Intelligent Suite" is the term for SAP's broader—largely cloud-based—family of intelligent, integration-ready applications that can help you manage customers, supply chains, networks, employees, and core processes.

In many cases, **the SAP Cloud Platform** will be critical for linking together various **SAP Intelligent Suite** components—**including SAP C/4HANA**—and extending them with additional capabilities and microservices.

With a long history of enabling SAP technologies and helping organizations reimagine the customer experience, Deloitte has insights that can help. What should you know about SAP C/4HANA and the SAP Intelligent Suite? Here are some key points, some critical context, and a look at where things may be headed.

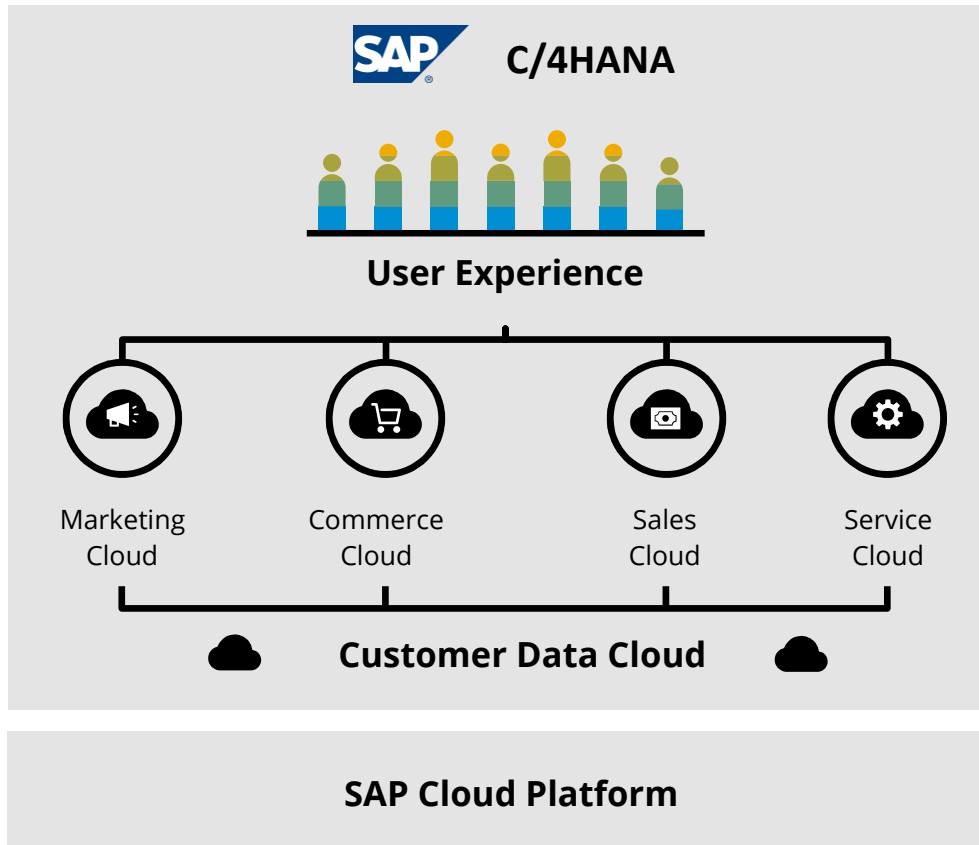## The terms have changed—for a good reason.

Changes in digital capabilities, customer expectations, the SAP roadmap, and the marketplace as a whole have brought us to where we are today. And with the changes come a need to change the terms used to describe SAP solutions and functionality. Today, "SAP Customer Experience" is the new name for front-office SAP technology, just as "digital core" became the new name for the back office.

Just as SAP S/4HANA is at the heart of digital core capabilities, SAP C/4HANA lies at the center of SAP Customer Experience. And just as SAP S/4HANA is more than just one dimension of functionality, SAP C/4HANA represents an integrated, multidimensional suite of capabilities.

SAP S/4HANA, for example, can bring together functionality for finance, the supply chain, product lifecycle management, sales and distribution, and more. Similarly, SAP C/4HANA provides an integrated cloud platform that addresses marketing, commerce, sales, service, and customer data needs. And the SAP C/4HANA roadmap can help you start unifying a host of customer-centric SAP solutions, from core SAP Hybris applications to SAP acquisitions such as Gigya and CallidusCloud.
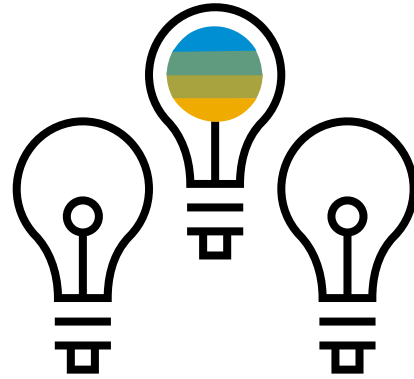
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SAP **C/4HANA**

User Experience

| Marketing Cloud | Commerce Cloud | Sales Cloud | Service Cloud |

Customer Data Cloud

SAP Cloud Platform

## SAP S/4HANA and SAP C/4HANA are not mirror images of one another.

SAP S/4HANA and SAP C/4HANA differ when it comes to architecture. The effectiveness of SAP S/4HANA, whether the on-premise version or the public cloud edition, relies heavily on the ability of organizations to deploy it in a preconfigured form—an industry-standard form that can help streamline work, automate processes, and simplify business.

As an entirely cloud-based portfolio, SAP C/4HANA can help organizations move fast, customize readily, innovate heavily, and differentiate themselves so they can keep up with ever-changing customer expectations, capture market share, and grow revenue.

The sweet spot for SAP C/4HANA is an end-to-end one.

With SAP C/4HANA, SAP offers a customer experience suite that integrates, where necessary, to enable more than just a "lead to cash" process. With SAP C/4HANA, organizations can enable end-to-end "lead to fulfillment to reverse-logistics" processes.

More than that, the architecture of the SAP C/4HANA portfolio provides the flexibility to extend its power with microservices and a common analytics framework. While microservices can allow data access from across the front and back offices, an analytics framework

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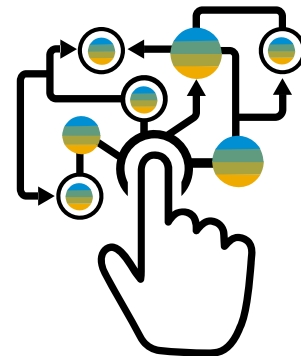
can allow reporting and machine learning insights that can come only from viewing the end-to-end process.

Streamlined integration can help you become more efficient and strategic.

Integration is inherently complex. Deloitte has extensive experience integrating SAP Hybris Commerce to Salesforce, Adobe Experience Manager, and an array of other marketing suites and tools. SAP Hybris Commerce has been viable as a "headless" commerce platform. Likewise, the CRM integrations have been smooth, and SAP Hybris Commerce-to-Salesforce is a well-understood pairing.

But some projects are more complex than others, demand a bigger team with a diversified skillset, and require a longer test effort to validate end-to-end functionality. Deloitte can help you coordinate end-to-end business processes to become more efficient and strategic.

Tailor customer engagement.

SAP C/4HANA is an integrated suite that extends across the spectrum of customer, sales, service, and support needs. It is a suite intended to work together efficiently, to help organizations boost productivity, automate more processes, get a single view of the customer, derive insights that can drive growth, and deliver a more holistic and personalized experience that can help create "customers for life."
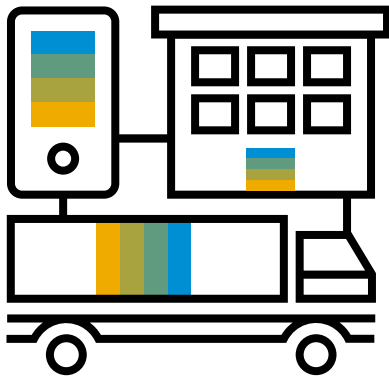
As SAP embeds intelligent SAP Leonardo capabilities such as machine learning across its entire portfolio, SAP C/4HANA becomes a more powerful platform. An intelligent, integrated SAP C/4HANA portfolio means organizations can more easily and more rapidly access data across customer areas that previously might have been siloed.

Organizations can get cognitive capabilities that anticipate customer needs, engage directly with customers, and take on previously manual processes—performing cross-selling automatically and selecting customer segments without the need for human intervention, for example. Some potential results: promotions that are more targeted and ultimately more effective—as well as sales, marketing, and service operations that, as a whole, can function more effectively and efficiently.

The information transparency and insights that an integrated SAP C/4HANA suite can deliver also make it easier for the business to see the true value of a customer—to see if one customer, for example, is a small customer for one business unit but a huge customer for another unit—and then adjust customer engagement tactics accordingly.

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Improve the possibilities for value.

What happens in one business area—such as manufacturing or logistics—can have an impact on the customer experience and on your bottom line. With SAP C/4HANA integrated with other SAP Intelligent Suite offerings (such as SAP S/4HANA Cloud or SAP Ariba solutions), the power of data, automation, and actionable insights can grow.

Here are a couple of examples of where SAP C/4HANA and the broader SAP Intelligent Suite can work together to help you reach your goals:

Predict demand and take action. Production or shipping delays, for example, can lead quickly to dissatisfied customers. A better, more intelligent view across your business, on the other hand, can provide your sales and marketing function with reliable information on inventory, allowing you to promote and sell products that can be delivered the next day. You can begin improving your ability to predict demand—and prepare your business to meet that demand.

Proactively address problems such as defective or damaged merchandise. On the SAP C/4HANA front, data from customer complaints can reveal trends such as a rising number of complaints associated with a specific product, shipped during a specific window of time.

On the SAP S/4HANA front, data from IoT-enabled supply chain sensors can provide clues on the quality of products shipped. Did a machine on the factory floor malfunction during a production run? Did a shipping container get hotter than normal? Was there excessive vibration during a shipment (perhaps because a truck had poor shocks)? Which customer orders might have been negatively affected?

Machine learning embedded in these SAP Intelligent Suite offerings can connect the dots, uncovering the clues in the data, spotting the anomalies and trends, identifying the root of the problem, flagging the orders that might have been affected, pushing actionable insights to the right stakeholders, and allowing your organization to proactively communicate with customers before complaints grow.

Deloitte can help you get started.

With decades of experience enabling SAP technologies, Deloitte brings a spectrum of know-how and capabilities for helping you get ahead of tomorrow's challenges.

We deeply understand that businesses today have big goals and layers of related objectives to achieve. Having the latest tools in place and having a single view of the customer becomes imperative to delivering a modern experience that meets customer expectations and supports your ability to thrive in a constantly changing digital business world.
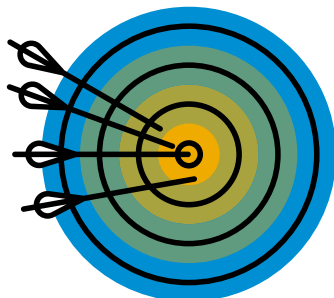
Regardless of where you are in your journey to transform the customer experience, we can help. Each day, across the globe, we are working with clients to reimagine the customer experience with SAP C/4HANA and address the challenges that come with mixed-application, best-of-breed environments. We can help your organization, too—and help you build the tightly integrated platforms needed for becoming a digital enterprise.

With industry-specific experience and a global network of more than 18,500 professionals dedicated to SAP solutions, we can help you no

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matter where you are or what you do. Through interactive lab experiences and digital studios located all over the globe, we also can also show you the art of the possible with SAP C/4HANA and the SAP Intelligent Suite.

If you are ready to reimagine *everything*—the customer experience, the digital core, the intelligent enterprise, and more—we're ready to help you get started. Contact us to schedule a demo, get more insights, or discuss a specific challenge your organization is facing.

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